

ABSTRACT OF THE DISCLOSURE

A method and computer system is provided that allows a computer user to benefit from viewing banner advertising. One embodiment provides a method for allowing a computer user to benefit from viewing banner advertising by providing incentives for information transmitted to and from a computer server. The method also provides for tracking information provided to a computer user from a server, providing an identifier for a computer system associated with the computer user, the identifier identifying the computer system, providing at least one database associating the identifier with the computer user and information specific to the computer user, transmitting the identifier to the server, the server affiliated with the at least one database, transmitting the information to the computer system that is specific to the identifier, and logging the transmittal of the identifier in one of the at least one database. Another embodiment includes a computer system with a processor, a memory device coupled to the processor, and an identifier for a computer system associated with a computer user, the identifier identifying the computer system, the identifier capable of being transmitted to a server, the server affiliated with at least one database that associates the identifier with the computer user and information specific to the computer user, the server tracking the transmittal of the identifier.